



ASIA'S REVOLUTIONARY STAGE OF ICONICMICE ENTERTAINMENT



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ICONSIAM

THE ICON OF ETERNAL PROSPERITY

ICONSIAM has stepped up as a true **Global Destination with pride**, with countless iconic check-in points for visitors from around the world to experience the beautiful cultures and traditions of Thailand. We have brought these experiences together to a single destination to perfectly present the Thai culture and traditions to the world.

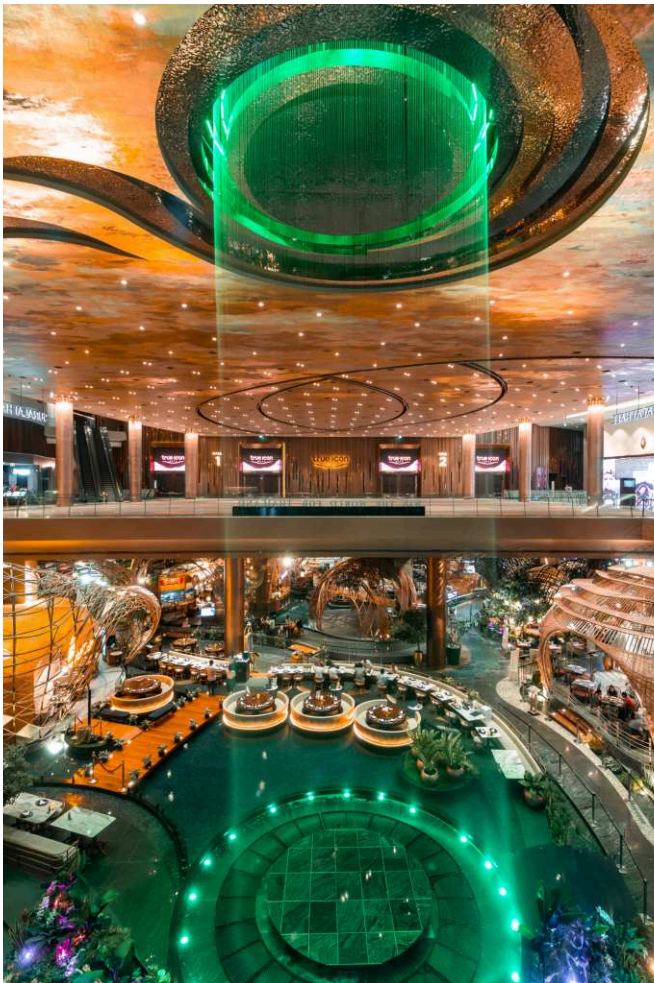
The spectacular combination of these experiences is packed with the perfect enjoyment to welcome you to the world of Thai culture right at the **Chao Phraya River bank** where **ICONSIAM** is located. This is a true perfection in every dimension; **art, performances, lifestyle, food, and transportation**, as well as the shopping experience – from luxury brands to street brands that represent the beauty of Thai culture.



ASIA'S REVOLUTIONARY STAGE OF ICONIC MICENTERTAINMENT

TRUE ICON HALL is a MICE and entertainment venue, a convergence of design and technology suitable for all arrays of events, the first automatic retractable **2,700** seating in Thailand with state-of-the-art light and sound system, advanced technology and professional service.

Located on **7th floor of ICONSIAM**, the landmark mega-development of global stature on the Chao Phraya riverside that is a new national destination in Thailand. **TRUE ICON HALL** offers a one-stop destination for MICE and entertainment events with a totally new experience to all delegates.



HALL SPECIFICATION

- **Automatic retractable 2,700 seating** suitable for conference and performance show
- High flexibility with parallel operable walls to make each separate hall totally soundproof
- **14 Meeting rooms** for 20-200 seats, some can be combinable up to 520 theatre seats with fully equipped meeting facilities
- **A 1,200 sq.m. foyer (Suralai Hall)** which overlooks the Chao Phraya River
- Offer the best of its kind when **turning to different functions** such as conference, performance, concert, banquet and exhibition
- Finest equipped with **state-of-the-art light and sound system**
- The most advanced technology with **ultra-high-speed communications**

Official Name Location Venue Space	TRUE ICON HALL 7th Floor, ICONSIAM <ul style="list-style-type: none"> • Gross Area 12,000 sqm • Main Hall(1+2) 2,775 sqm • Hall 1 1,547 sqm • Hall 2 1,183 sqm • Meeting Room 20-200 sqm • Suralai Hall 1,200 sqm
Ceiling Height	<ul style="list-style-type: none"> • Main Hall 15 m • Meeting Room 3.5 m • Suralai Hall 8 m
Floor Load Capacity	1,000 kg/sqm
Hang Load Capacity	500 kg/hanging node
Loading Facilities	Car lift 3,000 kg and Truck lift 15,000 kg
Stage Rigging	47 Motorized Bars (17 High Speed Bars, 30 Low Speed Bars)
Audio-Visual System	JBL Speakers System
Lighting System	Tunable LED lighting
Telecommunication	Gigatex fiber Internet / 1,000 MB
Catering Service	Professional catering services
Accommodation	Nearby 5-star and 4-star hotel accommodations Citywide
Disabled Access	Parking, Lift, Toilet
Car Park	Over 5,000 indoor car parking spaces
Contact Information	Email: sales@trueiconhall.com Tel: Office +66 2 037 7999 Website: www.trueiconhall.com Address: 299 Soi Charoen Nakhon 5, Charoen Nakhon Road, Khlong Ton Sai, Khlong San, Bangkok 10600

FACILITY HIGHLIGHTS



RETRACTABLE SEATS

Maximum hall capacity **2,700** seats which include automatic retractable **1,200** seats suitable for conferences and performance shows



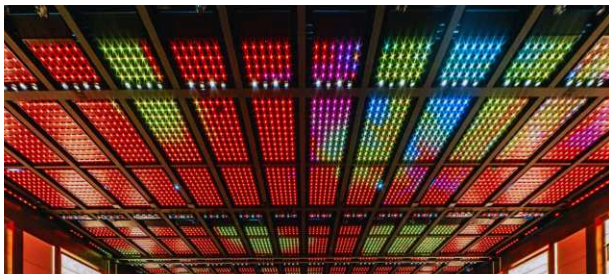
14 MEETING ROOMS

14 Meeting rooms for 20-200 seats, some can be combinable up to **520** theatre seats with fully equipped meeting facilities including 98" screen



PARALLEL OPERABLE WALLS

High flexibility with parallel operable walls to make each separate hall totally **soundproof**



LED CEILING

LED ceiling or pixel lighting enables each event to **create the ambience** it truly desires



HIGH SPEED INTERNET

The most advanced technology with **ultra-high-speed** communications by True's Gigatex Fiber (Gigatex fiber Internet / 1,000 MB)



SURALAI HALL (FOYER)

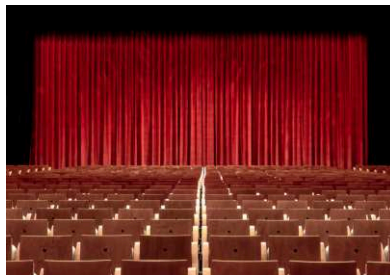
A 1,200 sq.m. foyer which offers 180-degree panoramic views of the Chao Phraya River, allowing you to enjoy the stunning riverside scenery while taking in the vibrant cityscape of Bangkok

VENUE FACILITIES AND SERVICES



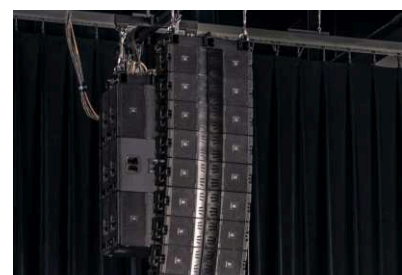
Rigging Bar (Automatic)

47 Motorized Bars (17 High Speed Bars, 30 Low Speed Bars)
The rigging can support a weight of 800 kg per bar. Each bar is 23 m length.



Stage Masking

24 m width



Standard Sound System

JBL line-array VTX-V20
JBL Subwoofer VTX-S25
JBL Ground Subwoofer VTX-G28
JBL Front Fill Subwoofer VTX-A8
JBL Stage Monitor VTX-M20



Electrical Power

250 Amp 3 phase, 430 Amp 3 phase, 630 Amp 3 Phase



Pantry Service

2 Pantries for Hall and Meeting Room



Carpet Tile

Carpet cover all area



Floor Loading

Suralai Hall 400 kg/sqm
Hall 1-2 1,000 kg/sqm



Hanging node

500 kg/Hanging node



Lounge Area

Lounge 1 at 7 Floor
Lounge 2 at 7M Floor
Lounge 3 at 8 Floor

SUPPORTING ROOMS



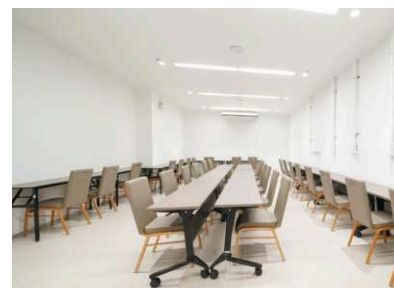
DRESSING ROOM

Dressing Room 1 77.42 sqm (6.8x7.9 m)
Dressing Room 2 115.64 sqm (10.8x10.8 m)
Dressing Room 3 81.65 sqm (7.1 x 11.5 m)



VIP ROOM/GREEN ROOM

VIP Room 70.56 sqm (8.4x8.4 m)
Green Room 19.80 sqm (4.5x4.4 m)



ORGANIZER ROOM

59.8 sqm (5.2x11.5 m)

NAPALAI TERRACE

Napalai Terrace is the unique sky terrace that presents the full view of Bangkok, located on the 7th floor of ICONSIAM which is a new national destination of Thailand proudly established on the Chao Phraya riverside.

SERVICE HIGHLIGHT

- A stunning panoramic view of the Chao Phraya River.
- The best of its kind for special functions such as press conference, cocktail reception, product launch, film shooting, etc.
- A delectable variety of food & beverage selections
- Gross area of 1,100 sqm



PIMARN TERRACE

Pimarn Terrace is the luxury sky deck for an exclusive moment, a part of the architectural show piece on the 8th floor of ICONSIAM which is a new national destination of Thailand proudly established on the Chao Phraya riverside.

SERVICE HIGHLIGHT

- Indoor dining space with a dedicated open plan show kitchen
- Exclusive outdoor space with panoramic view
- The best of its kind for private functions or special events such as chef's table, wine tasting, executive meeting, birthday party, product launch, wedding party, etc.
- A delectable variety of food & beverage selections
- Gross Area of 400 sqm (indoor 100 sqm / outdoor 300 sqm)



DIMENSION AND CAPACITY

AS OF JUNE 2024

FLOOR	FACILITY	APPROXIMATE FLOOR AREA	APPROXIMATE DIMENSIONS	APPROXIMATE FLOOR AREA	APPROXIMATE DIMENSIONS	SUGGESTED CAPACITY (PERSONS)				
		(SQM.)	(LXWXH) M.	(SQFT.)	(LXWXH) FT.	THEATRE	CLASSROOM	U SHAPE	BANQUET	STANDARD BOOTH 3X3 M.
7 FL.	MAIN HALL (HALL 1+2)	2,775	(45.5X61.0X15.0)	29,840	(149.2X200X49.2)	2800	1,400	-	1000	144
	HALL 1	1,547	(45.5X34.0X15.0)	16,636	(149.2X111.5X49.2)	1,296	684	-	480	72
	HALL 2	1,183	(45.5X26.0X15.0)	12,727	(149.2X85.3X49.2)	972	570	-	400	60
	SURALAI HALL	1,071	(31.5X34.0X8.0)	11,518	(103.3X111.5X26.2)	1,200	672	-	700	55
	MEETING ROOM 1-3	595	(11.8X30.9X3.5)	3,920	(38.7X101.3X11.4)	450	280	87	180	-
	MEETING ROOM 1	195	(19.5X10.0X3.5)	2,096	(63.9X32.8X11.4)	196	108	54	80	-
	MEETING ROOM 2	200	(19.5X10.3X3.5)	2,153	(63.9X33.7X11.4)	182	96	54	60	-
	MEETING ROOM 3	200	(19.5X10.3X3.5)	2,153	(63.9X33.7X11.4)	168	96	54	60	-
	MEETING ROOM 4-5	141	(7.5X18.9X3.5)	1,525	(24.6X62.0X11.4)	117	72	54	70	-
	MEETING ROOM 4	71	(10.7X6.7X3.5)	766	(35.0X21.9X11.4)	60	27	30	40	-
	MEETING ROOM 5	59	(7.9X7.5X3.5)	637	(25.9X24.6X11.4)	42	18	18	30	-
	MEETING ROOM 6-7	52	(4.7X11.2X3.5)	565	(15.4X36.7X11.4)	42	24	27	30	-
	MEETING ROOM 6-9	184	(7.9X23.2X3.5)	1980	(25.9X76.1X11.4)	142	78	42	100	-
	MEETING ROOM 6	26	(4.7X5.6X3.5)	282	(15.4X18.3X11.4)	21	12	15	10	-
	MEETING ROOM 7	26	(4.7X5.6X3.5)	282	(15.4X18.3X11.4)	21	12	15	10	-
	MEETING ROOM 8-9	53	(4.7X11.4X3.5)	576	(15.4X37.4X11.4)	42	24	27	30	-
	MEETING ROOM 8	26	(4.7X5.6X3.5)	282	(15.4X18.3X11.4)	21	12	15	10	-
	MEETING ROOM 9	27	(4.7X5.8X3.5)	293	(15.4X19.0X11.4)	28	15	15	10	-
	MEETING ROOM 10	136	(15.7X8.7X3.5)	1,468	(51.5X28.5X11.4)	80	36	39	50	-
7M FL.	MEETING ROOM 11	50	(6.8X7.4X3.0)	540	(22.3X24.2X9.8)	45	24	20	20	-
8 FL.	MEETING ROOM 12	73	(7.7X9.5X3.5)	781	(25.2X31.0X11.4)	48	27	24	40	-
	MEETING ROOM 13-14	136	(30.6X8X3.5)	2,760	(100X26.2X11.4)	198	120	84	110	-
	MEETING ROOM 13	136	(15.3X8.9X3.5)	1,450	(50.0X29.0X11.4)	108	84	42	60	-
	MEETING ROOM 14	122	(15.3X8X3.5)	1,310	(50.0X26.2X11.4)	90	36	42	50	-

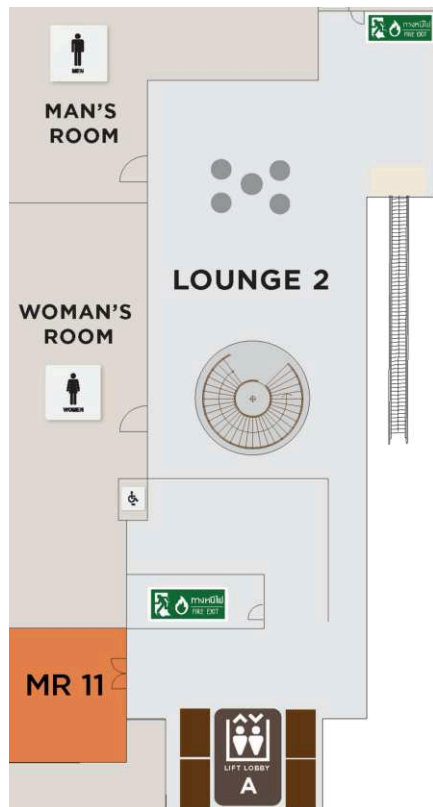
- The highlights indicate combinable meeting rooms
- The approximate figures can be changed without prior notice.
- Number of seating can be changed depending on size of stage.

FLOOR PLAN
7 FL.

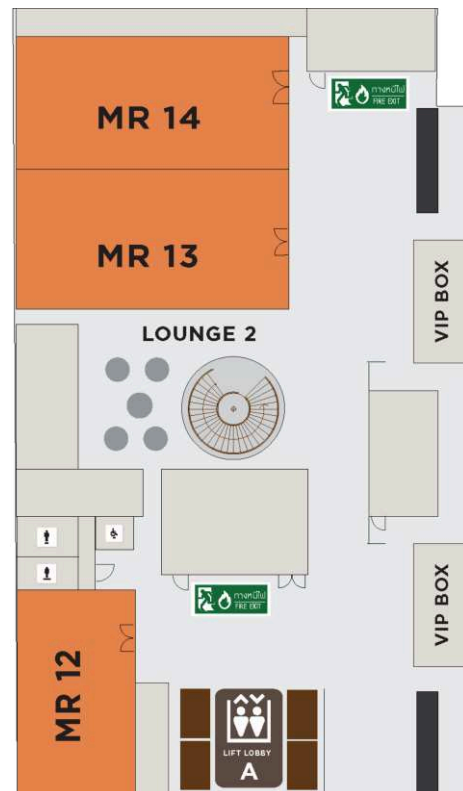


FLOOR PLAN

7M, 8 FL.

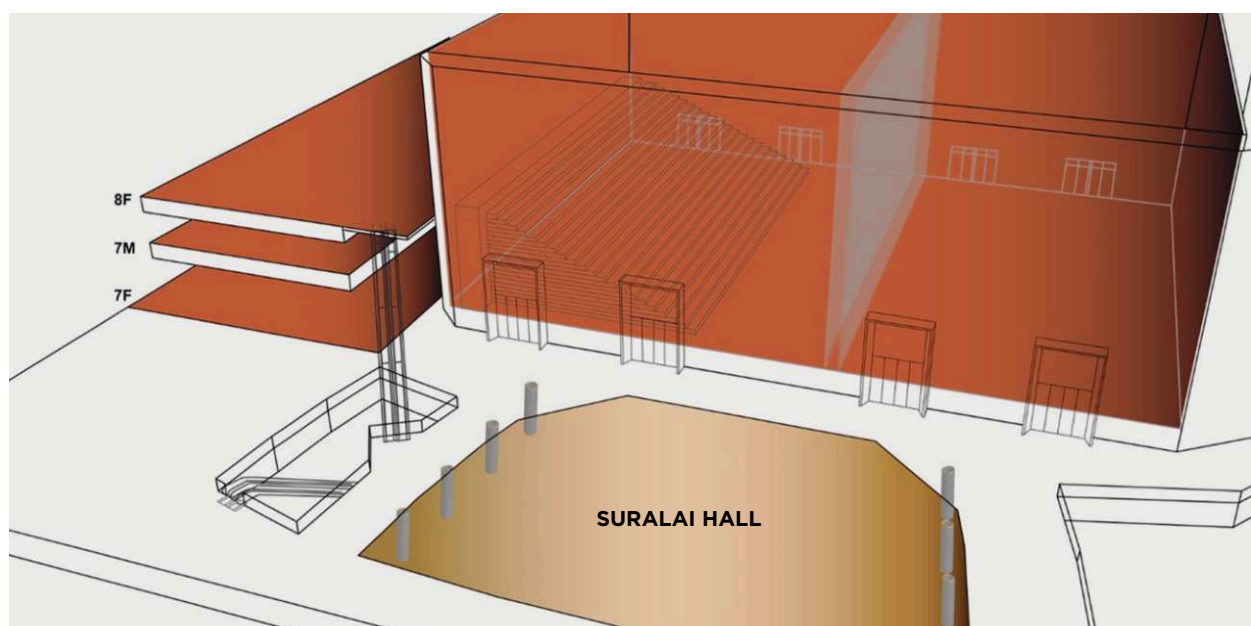


7M FL.



8 FL.

OVERALL LEVEL



EVENT PROFILES

CONFERENCE/MEETING



APEC Women and Economy Forum



CNBC Connect ASEAN and Beyond



WordCamp Asia 2023

PERFORMANCE SHOW/ENTERTAINMENT



BABYMETAL WORLD TOUR 2023



NUNEW MAGIC DAY CONCERT



TRAIN TO CLOUD NINE CONCERT

SPECIAL EVENTS



PUBG NATION CUP 2022



ARENA OF VALOR CHAMPIONSHIP



MISS UNIVERSE THAILAND 2022

BANQUET/WEDDING PARTY



ICCA CONGRESS 2023 (GALA DINNER)

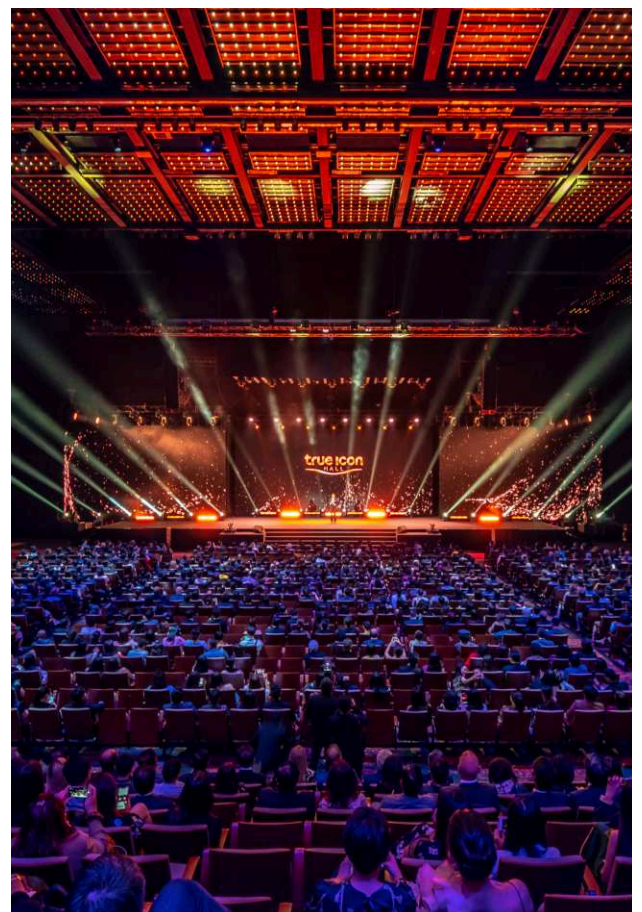
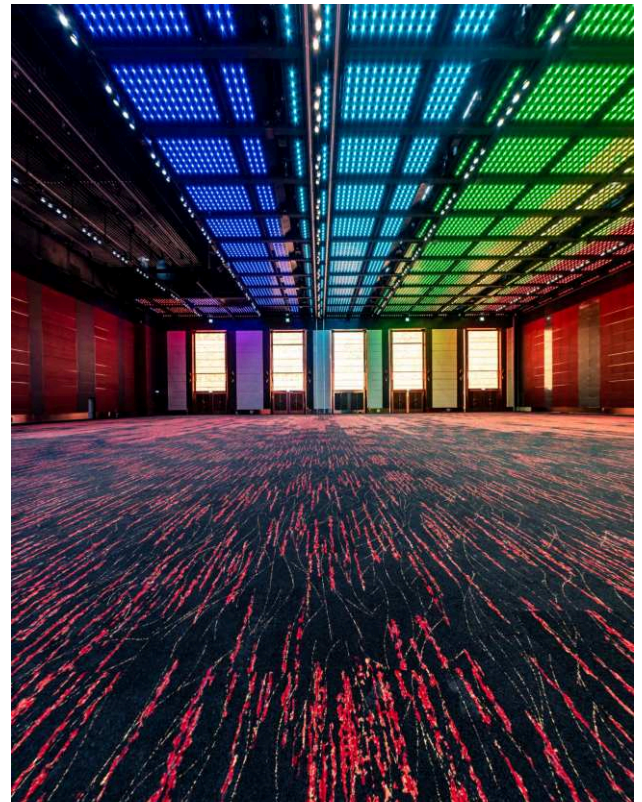
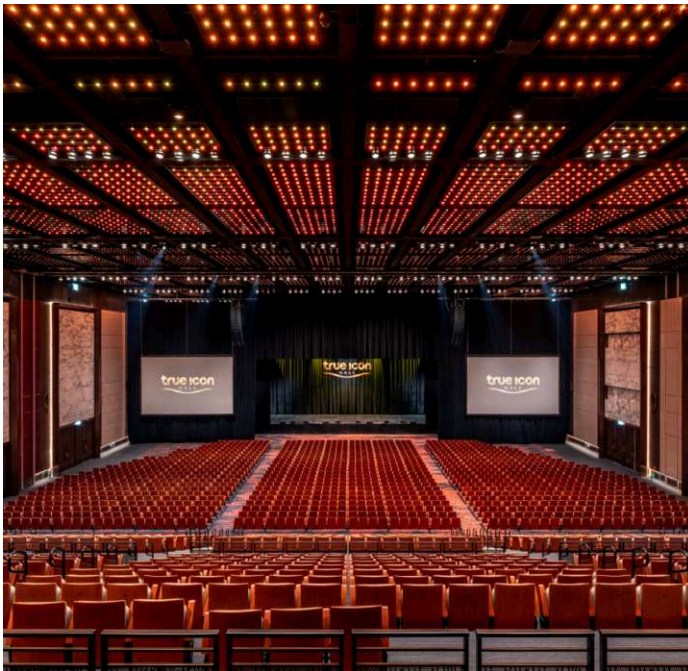


25TH HAFELE THAILAND ANNIVERSARY

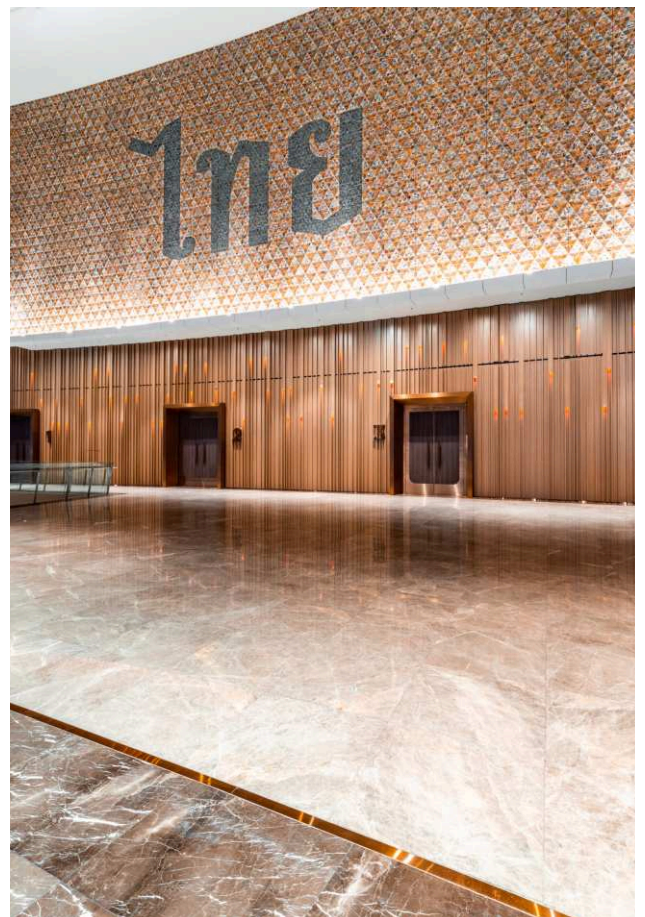
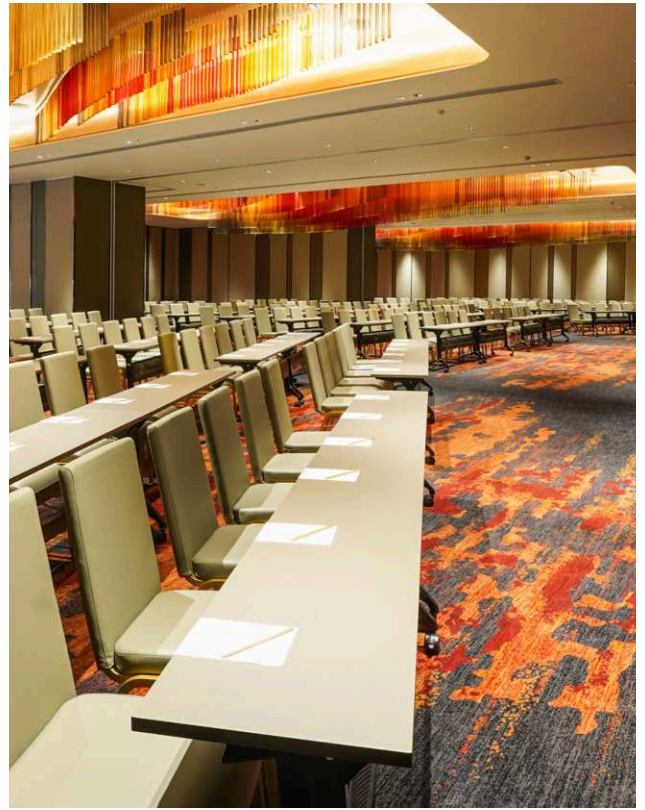


AIA SERVICE AWARD

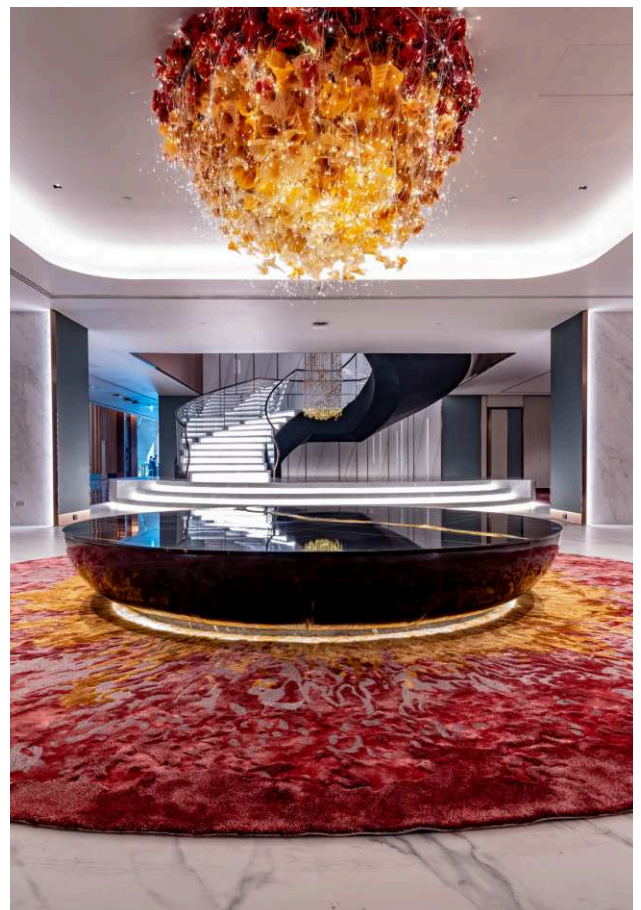
TRUE ICON HALL GALLERY



TRUE ICON HALL GALLERY



TRUE ICON HALL GALLERY



BENEFIT FEATURES

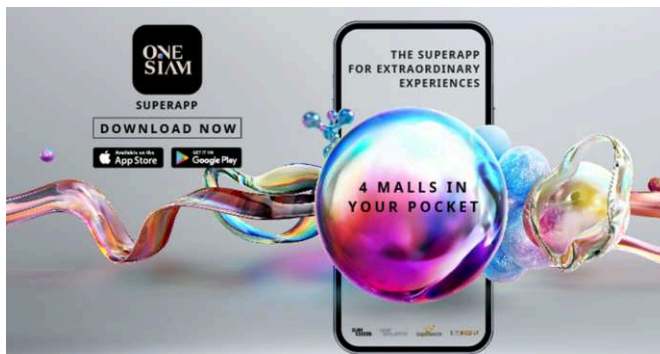
ICONSIAM TOURIST CARD

The card the offer special opportunity to have an enjoyable shopping experience that is so worthwhile and unlike any other, only available at ONESIAM!



ONESIAM SUPER APP

ONESIAM SuperApp provides engaging content for various lifestyles, as well as access to a variety of products, services and exclusive offers, promotions and special privileges to ensure you get the best value.



RIVER PARK

River Park is a riverside community space covering a 10,000-sq. m. area in front of ICONLUXE. Open daily, it welcomes all visitors to enjoy an enchanting view of the Chao Phraya River amid lush, green auspicious trees.



THE ICONIC MULTIMEDIA WATER FEATURE

Light-and-sound dancing fountain presents a great spectacle along a 400-metre stretch of the Chao Phraya River, the longest in Southeast Asia.



SOOKSIAM

The latest city of wonder brings together all aspects of unrivalled Thai wisdoms, including arts, culture, tradition, food and way of life from 77 provinces across the country.



7 WONDROUS DINING - AESTHETIC OF TASTE AND UNIMAGINABLE SCENER

This true food paradise carefully selects hundreds of leading restaurants from across the world.



BENEFIT FEATURES

ALANGKARN ZONE

Alangkarn Zone is home to the finest international restaurants and stupendous atmospheres on the 6th Floor of ICONSIAM



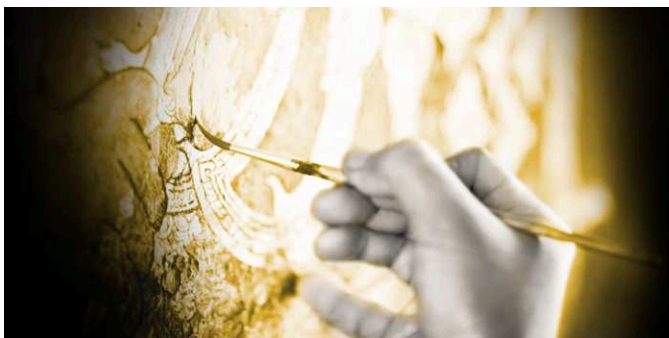
BLUE BY ALAIN DUCASSE

Michelin-starred French fine dining restaurant by Alain Ducasse. A refined sensory experience set against a stunning interior, designed by the world-renowned Jouin Manku Agency.



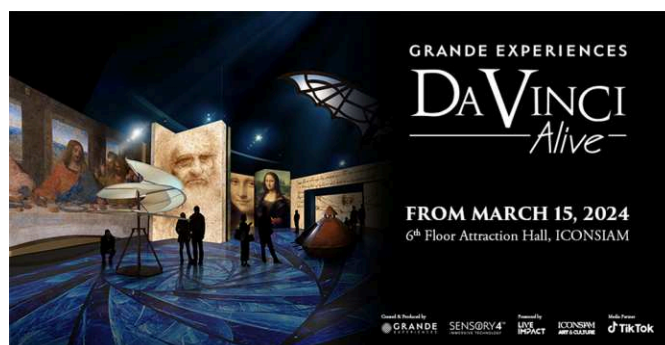
GLOBAL DIVERSITY INCORPORATED INTO THAI-NESS

The venue proudly elevates the success of Thai arts to the international level. It presents Thai-ness through various forms of art in ICONSIAM, such as sculptures, paintings, engravings and chandeliers created by over 100 national and global artists.



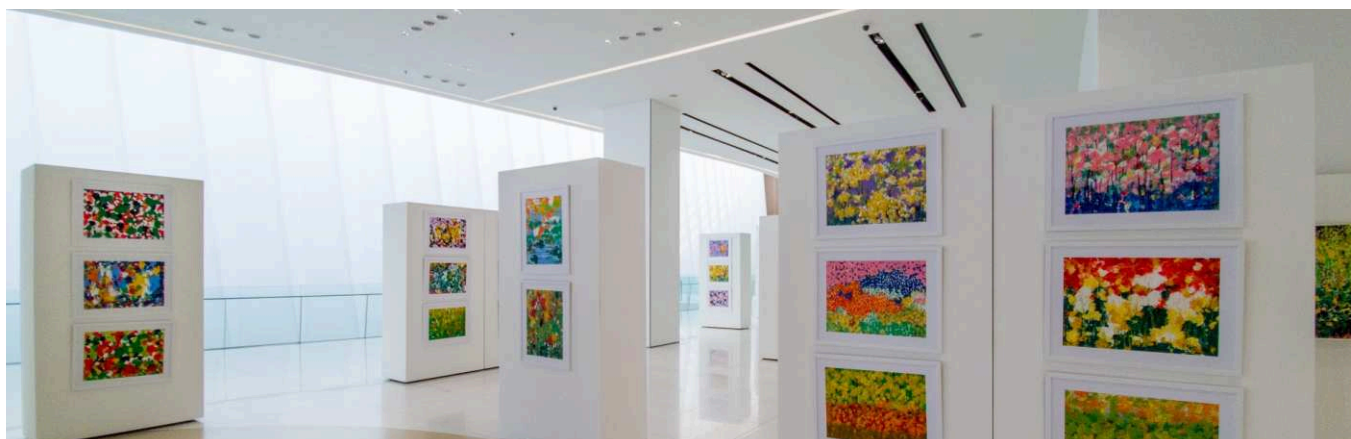
ATTRACTION HALL

Join the art experience at ICONSIAM, where everyone is welcome to immerse themselves in a unique and captivating atmosphere. Enjoy and appreciate enchanting artworks all year round.



ART AND CULTURE SPACE

The venue provides cultural space in a commercial project to bring closer to the public's daily life access to world-class art from different countries.



MEDIA SUPPORT

LED POSTER

SIZE: 1080x 1920 pixels (Vertical)

LOCATION: G Floor, M Floor, I Floor



LIGHTBOX: FACADE BANNER ICONSIAM

SIZE: 6.0 x 10.2 m. (61.2 sqm.)

LOCATION: Charoennakorn Road (Front)



LIGHTBOX: 1

SIZE: 2 x 2.5 m. (5 sqm.)

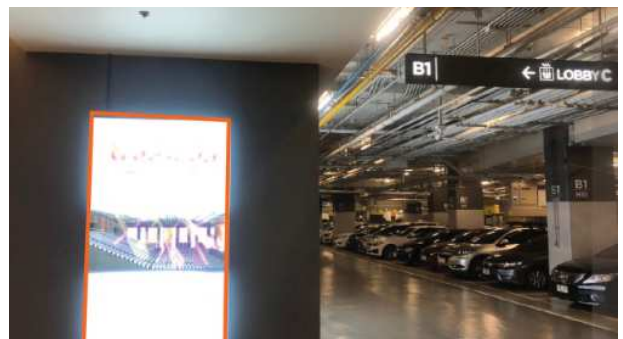
LOCATION: B1 Floor (near lift Lobby B)



LIGHTBOX: 2

SIZE: 2 x 1.2 m. (2.4 sqm.)

LOCATION: B1 Floor (near lift Lobby C)



SURROUNDING HOTELS



- **Hilton Garden Inn ICONSIAM** Connecting by BTS Platform
- Millennium Hilton Bangkok 5 MINS
- The Peninsula Bangkok 5 MINS
- Mandarin Oriental Bangkok 10 MINS
- Royal Orchid Sheraton 10 MINS
- Shangri-La Hotel Bangkok 10 MINS

TRANSPORTATION

To get to **ICONSIAM** from **Suvarnabhumi Airport (BKK)**

Driving from Suvarnabhumi Airport (BKK) to ICONSIAM in Bangkok is a straightforward journey, typically taking about 40-60 minutes.

Bangkok Gold Line is an elevated monorail train system offering convenient connection between BTS SkyTrain Silom Line and ICONSIAM.

Public boat service at the ICONSIAM pier Chao Phraya Express Boat (Orange Flag) route from Nonthaburi-Rajasingkorn-Nonthaburi

Shuttle boat services directly from and to ICONSIAM.

- Sathorn Pier: Servicing every day from 09:00 - 23:00
- Si Phraya Pier: Servicing every day from 09:00 - 23:00



CORPORATE SUSTAINABILITY

ICONSIAM

The Leader in Comprehensive Waste Management and Driving Sustainable Environmental Development

Aiming to be the First RCC (Recycle Collection Center) in Thonburi

SUSTAINABLE COMMUNITY

Elevating the quality of life for people and Thai artisans nationwide

Providing income-generating spaces for crafted Thai products from across the country to reach the global marketplace, such as ICONCRAFT and SOOKSIAM

Supporting locals by developing youth potential, such as creating "Youth Role Models as Recycling Ambassadors" or designing community-oriented stores

NET ZERO & GREEN BUILDING

Reducing greenhouse gas emissions by a total of 4,151,742.21 (kgCO₂eq), equivalent to planting 518,968 trees

Green building utilizing renewable energy within the building and building system technologies

Offering 4 EV charging stations with 24 parking slots

Solar rooftop with solar cells, reducing energy consumption by 969,127 kWh/year

WASTE JOURNEY TO ZERO WASTE

Providing RCC waste collection points for people and surrounding communities

Eliminating food waste within the center and turning it into soil conditioners

Partnering with the Mae Fah Luang Foundation to establish a comprehensive waste management program

SUPPORTING A HEALTHY ENVIRONMENT IN EVERY ASPECT

Coordinating partnerships to establish river and canal conservation projects

Collaborating with government agencies, private sector, and local communities for landscape improvements

Hosting Gallery Walk Showcase exhibition to share past environmental development missions

PRIDE AWARDS

- Carbon Offset Certificate award for 5 consecutive years by the Carbon Footprint for Organization (CFO), Thailand Greenhouse Gas Management Organization (TGO) (Public Organization)
- Best Store Design of the Year from World Retail Awards
- Thailand Energy Award 2021 (Creative Building for Energy Conservation) by the Department of Alternative Energy Development and Efficiency, Ministry of Energy
- MEA ENERGY AWARDS 2021 from the Metropolitan Electricity Authority

ICONSIAM



SOLAR CELL

Generate electricity approximately **1M kWh** per year **Savings of 1.5%** from the total electricity consumption of the building



EV CHARGING

Station to Support Low Carbon Society



100% **LED** to Reduce Energy Consumption and Temp



5,000+ Local SME and Thai Brands
1,840+ Million baht and communities